

SPECIALIZED
edition

WELCOME TO SPECIALIZED EDITION

The new, dedicated, Specialized Edition program opens a new chapter in celebrating our riders' accomplishments, our industry partnerships, and the creativity of our talented designers. For 2013, the design teams responsible for the Specialized Edition collection looked across all bike categories to share a broader and deeper assembly of stories and passions, leading to 16 models spanning the range of the entire Specialized brand.

Befitting the nature of the Specialized Edition models, each is of one-time production, limited global quantity between 200 and 400 bikes or framesets. The Specialized Edition aluminum badge on the frame has the unique number inscribed, while the accompanying certificate of authenticity will sport the matching number as well as the personal signatures of Specialized founder Mike Sinyard and the product team member central to that particular model.

From May through the end of this year, we plan to offer up to three Specialized Edition models per month. Most will be framesets, but there will be some interesting complete builds as well. The largest departure from the standard production bikes in the program will be the complete builds. This is where some of the exploration mentioned above is likely to manifest itself... and maybe even hint at the future.

CURRENT MODELS

- **RUBY COMP 10-YEAR:** Marking a decade since we introduced Specialized's first women's bike, the Ruby has since become the benchmark in the industry.
- **STUMPJUMPER FSR CARBON EVO TROY LEE DESIGNS:** In the tradition of Troy Lee Designs, making a visual statement is a must. The Stumpjumper FSR long ago set the standard for high-performance trail bikes, making the partnership an ideal expression of form and function.

UPCOMING SPECIALIZED EDITION MODELS

- **S-WORKS TARMAC NIBALI:** Highlighting the Italian stage racer, the next model to be introduced is inspired by his nickname "the shark", relating to his birthplace near the Strait of Messina, the artwork captures the aggressiveness of his riding style, particularly his descending, with his quintessential Italian presence.
- **S-WORKS AMIRA SPECIALIZED-LULULEMON:** The women's ProTour team has served to introduce women to the sport and inspire them to achieve greatness through cycling. This frameset will feature a unique one-race unveiling in April of a complete bike/rider kit like none before it.

Keep your eyes peeled for an entire year's worth of upcoming Specialized Edition models. **COMING SOON:**

Brent Graves
Director, Specialized Edition



RUBY COMP 10-YEAR



THE OPPORTUNITY

This year marks our tenth year in women's products. We've come such a long way in that time, and are excited to see what the next ten (and beyond), hold. Our riders continue to demand a full range of products—from grocery getters to rippin' performance machines—which we'll continue to provide. At Specialized Women, we offer the very best bikes and equipment on the road and trail, and as long as there are women who ride, we'll keep on doing just that.

WHY THIS MATTERS

When the Ruby was launched in 2007, it won a variety of awards, but most importantly it's the bike that put Specialized Women on the map for discerning female riders. We want our riders and dealers to be confident that, as we look to the next ten years, we'll continue to push the boundaries on performance women's products.

The Ruby Comp 10-Year celebrates Specialized's 10-year anniversary of making dedicated products that meet specific female rider needs. This limited run will feature a premium spec and one-of-a-kind graphic.

INSPIRATION

The Specialized Women's brand launched in 2003 with the Allez Dolce in a white and silver, Mario Cipollini graphic. While it wasn't a perfect execution of a women's product, it opened the door and started a conversation about the needs pertaining to women's products. Now, ten years later, we are celebrating the past decade of innovation with a custom graphic and logo for our most successful women's platform to date: The Ruby.

EXECUTION

- 125 Individually numbered framesets
- Sizes: 44-57
- Available in April



SPECIALIZED
edition

STUMPJUMPER FSR CARBON EVO TROY LEE DESIGNS



THE OPPORTUNITY

A rider wants two things: a great performing bike and one that is unique and only theirs. The Stumpy has been a great riding bike for years, plus this amazing paint scheme says “this is my bike” like no other. As a frame, a rider can build it up in their ideal style...but it won't be subtle!

There are many ways to ride a mountain, just as there are many ways to have fun. Trail riders are the biggest segment of riders and they love to ride all sorts of different trails. The Stumpy EVO really speaks to the riders who want the versatility of a Stumpjumper, but want to go a bit harder on the descents. The EVO delivers the performance these riders want, both up and down the mountain.

WHY THIS MATTERS

There are many ways to ride a mountain, just as there are many ways to have fun. Trail riders are the biggest segment of riders and they love to ride all sorts of different trails. The Stumpy EVO really speaks to the riders who want the versatility of a Stumpjumper, but want to go a bit harder on the descents. The EVO delivers the performance these riders want, both up and down the mountain.

INSPIRATION

The Stumpy EVO was born from the wild idea that riders wanted a more downhill capable trail bike. Something slacker with more travel, wider bars and more aggressive tires to attack the descents, while still having a lightweight and great pedaling bike. Stumpjumper FSR EVO has proven to put smiles on the faces of these riders. We wanted to match this wild idea with the original wild man, Troy Lee. His 30 years of the most electrifying paint schemes add to what the Stumpjumper EVO was meant to do—have fun and go fast!

EXECUTION

- 200 Framesets: 100 26"; 100 29
- Sizes: S, M, L, XL
- Released in March

S-WORKS TARMAC NIBALI

SPECIALIZED
edition



THE OPPORTUNITY

Italian superstar Vincenzo Nibali is one of the most exciting stage racers in the peloton. With increasing success in the most difficult races in the world, the new Specialized partnership will help deliver Nibali to the podium aboard his personal S-Works Tarmac SL4 in the 2013 race season. Nibali recently expressed his excitement of his new S-Works Tarmac SL4:

“Next time while riding on my new Specialized I will have to wear knee protection, it is awesome to ride.”

WHY THIS MATTERS

With the addition of Vincenzo Nibali to the Astana Pro Cycling Team, the upcoming season is another opportunity to see the finest stage racers in the world battle on the grandest European slopes while atop Specialized bicycles. Nibali represents Italian cycling, a country of incredible cycling pride and tradition. The Specialized Team is excited to provide the best possible machine for Vincenzo to aim for the top of the podium.

INSPIRATION

Inspiration for the Nibali Tarmac SL4 comes from the region of his birthplace – the Strait of Messina. The frameset is adorned with a shark, representing his nickname, “Shark of the Strait” and blue paint to represent the beauty of the Tyrrhenian and Ionian Seas.

EXECUTION

- 300 Individually numbered framesets
- Sizes: 49-61
- Available in May

S-WORKS AMIRA SPECIALIZED- LULULEMON



THE OPPORTUNITY

Team Specialized-lululemon experienced huge success in their inaugural year and are setting themselves up for a repeat performance in 2013. This small group of women have created amazing buzz both in and out of the cycling world. Our partnership with Lululemon presents an opportunity to connect with a completely new audience of potential riders. We want to speak to them in a compelling way with an exciting product offering.

WHY THIS MATTERS

Team Specialized-lululemon is a dominant force in the women's peloton. While this is exciting in its own right, it also creates a way for us to attract new women to cycling. The women on the team present a huge opportunity to grow women's cycling and attract an entirely new demographic of riders that we have been unable to speak to in the past.

The conversation of a Specialized Edition collection will further the notoriety of the team and generate even more buzz around what they do, beyond just winning races.

INSPIRATION

The black and white Specialized-lululemon kit was unlike anything that had ever been seen in the pro peloton. Its popularity created the opportunity for a momentous bike for the team to ride. The bright colors and floral patterns of the bike and matching limited edition kit will make the team stand out at spring races as they attempt to once again launch Evelyn Stevens to victory.

EXECUTION

- 170 Individually numbered framesets
- Sizes: 44-57

